

From: jimfite@judgefite.com [mailto:jimfite@judgefite.com]
Sent: Monday, November 21, 2005 10:33 AM
To: ATR-Real Estate Workshop
Subject: Competition in the real estate brokerage business.

To Whom It May Concern:

It has come to my attention that the U.S. Department of Justice is looking for true experiences of competition in the real estate brokerage business.

Competition continues to increase at record levels. All one has to do is look at the national, state and local numbers of real estate licensees. From there look at the number of real estate websites, pages, etc. etc. Then open any Sunday morning paper in any metropolitan area or turn on the television.

There are multiple options for the consumer and the services that agents provide -- or don't provide.

Fees are across the board! Yet, the 90/10 rule still reins. 10% of the agents do 90% of the business. Why is this? Because the 10% do it all! Serve, followup, market, counsel, and deliver results! They build "Loyalty" with their clients! They earn that loyalty by providing service!

There are multiple ways of "fees for services" or "fees for no service" in far too many circumstances. The lack of service and care for clients is not acceptable.

At the brokerage level, look at the profitability of real estate brokerage companies. When the personal production of the owner is taken out of most companies, there simply is no profitability.

Real Estate brokers, for the most part, are dedicated people who work 50-80 hours per week. Nights and weekends. Agents show many homes - without being paid. Go on many listing appointments without success/pay. Give to the communities like no other group of people, both in time and money!

An investigation might be worthwhile to see all the great things REALTORS do for others, free of charge!

Thank you for your time to consider the most competitive business in our free enterprize system - real estate brokerage!

"Building Client Loyalty"

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Do you know one person interested in buying or selling real estate? Do you know one person interested in a real estate career? If so, call or email me at JimFite@judgefite.com.

Our Mission: "To Serve the Community, Develop People, Have Fun and Achieve Profits."

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